



# Santa Monica Daily Press

'JUNO' HAS SPIRIT  
SEE PAGE 3

Since 2001: A news odyssey

THE CARBON IS BAD ISSUE

## COMMUNITY PROFILES | CORY RUSSELL AND KATE MOTTOLA



Alexis Hawkins [news@smdp.com](mailto:news@smdp.com)

**PREPARED:** Red Cross volunteer Cory Russell takes the disaster services van to teach a class on emergency preparedness.

# District to make staff cuts

BY MELODY HANATANI | Daily Press Staff Writer

**CITY HALL** Area public schools could be without 25 teachers next year as the Santa Monica-Malibu Unified School District battles a challenging combination of declining enrollment and a gaping hole in its budget.

The potential budget cuts were outlined during a Board of Education meeting on Thursday when Assistant Superintendent Mike Matthews informed the board that staffing cuts will be necessary in order to combat budgetary issues presented by the loss of revenue from declining student enrollment as well as cuts from the state.

"It's that classic perfect storm of problems we have coming along," Matthews said.

Enrollment has steadily declined in the district since the school board imposed a moratorium on non-district resident students a few years ago. While the board did on Thursday lift the moratorium for kindergarten through eighth grade in the Santa Monica schools and all schools in Malibu, those changes will not be reflected immediately in the 2008-09 fiscal year, Matthews said.

The district is currently facing an estimated \$5 million operating deficit for the next fiscal year, about half of which can be closed by staffing cuts. Approximately 92 percent of every dollar spent by the district goes toward personnel-related expenses, Matthews said.

"We have to cut people," Matthews said. "That's not a pleasant topic, but it's a budget reality and that's where these things have to go."

Matthews also mentioned that the deficit could be worse if Measure R didn't pass earlier this month, preserving small class sizes and maintaining the elementary school music program, he said.

District staff is proposing to dip into the reserves to help close the operating deficit. The reserve level for the 2008-09 school year is predicted to be \$9.3 million above the 3 percent minimum, while in 2009-10, it will dip to \$4.9 million above the minimum.

By the 2010-11 school year, the reserve should be at the 3 percent threshold.

Elementary schools stand to lose about seven Full Time Equivalent (FTE) positions and the secondary schools could lose about 17. One FTE in the elementary music program was granted by the board last year for one year only and that position will not be renewed.

Santa Monica High School might lose one of its six hous-

SEE CUTS PAGE 7

# Choosing to give back

BY NATALIE EDWARDS | Special to the Daily Press

**DOWNTOWN** When Cory Russell and Kate Mottola found themselves languishing in their hometowns, out of work or out of school and hesitant about the next big life-defining move, they did what any twentysomething might do: Head out to sunny Santa Monica — and volunteer full-time for the local Red Cross.

Russell and Mottola did not make an ordinary decision, choosing among all the options available to upstanding young adults to join AmeriCorps, described most commonly as the

domestic Peace Corps equivalent. Through California Safe Corps, an AmeriCorp program sponsored by the Red Cross, both Russell and Mottola found themselves vying for the two available spots at the local Santa Monica chapter.

"I thought it would be fun to come out to California for a year. It was kind of on a whim. Then I ended up being picked," said Mottola.

It was the middle of 2007 and as the country was shifting slowly into high summer, Russell and Mottola were at

SEE CP PAGE 9

# Yet another local business goes green

BY KEVIN HERRERA | Editor in Chief

**SM BUSINESS PARK** With cookies and cake covered in green and white frosting to symbolize their move toward becoming a more environmentally friendly company, employees at CaseStack's corporate headquarters last Friday celebrated being named one of 16 green businesses in Santa Monica.

The logistics company, which helps mid-sized busi-

nesses store and ship their products, worked for several months to identify ways in which to save energy and water while reducing their carbon footprint.

Their efforts paid off. They received Sustainable Works' Green Business Certification, joining an elite group of businesses that have made an effort and invested money to go green.

SEE GREEN PAGE 10

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Brandon Wise brandonw@smdp.com

**BIG DAY:** Employees of CaseStack, a logistics outsourcing service, enjoy a cake celebrating the Sustainable Works' Green Business Certification awarded to the company this month.

# Green business program gathering steam in city

FROM GREEN PAGE 1

"We are so pleased to be officially certified," said Sum-Sum Chan, director of marketing and communications. "CaseStack has always been at the forefront of sustainability and this certification sends the message that businesses can thrive while also being environmentally aware."

As a logistics business, CaseStack already offers green services such as retailer-driven consolidation programs and bio-diesel fuel options, so it only made sense for its internal operations to make the change to sustainable choices as well, Chan said.

"We didn't want to just talk the talk," Chan said.

Some new developments include adding energy-saving motion sensors to the vending machines, auto-shutdown for all computers, printing business cards and letterhead on 30 percent post-consumer recycled product with vegetable-based ink, and cleaning with non-toxic, biodegradable products.

CaseStack has received awards from Ernst & Young, Deloitte and Inc. magazine, recognizing it as one of the fastest-growing and technologically advanced logistics outsourcing companies in North America.

Their operation helps cut down on greenhouse gas emissions, too. Small businesses that can't afford to set up their own warehouses and purchase trucks to ship their products go to CaseStack,

**WE DIDN'T WANT TO JUST TALK THE TALK."**

Sum-Sum Chan,  
Director of marketing and communications CaseStack

which makes sure that any trucks that roll out of their warehouses are packed to the brim, therefore reducing trips. Instead of having several trucks from each company on the road, there's only a handful from CaseStack, Chan said.

The Green Business Certification program, which is sponsored by City Hall, the Chamber of Commerce, Convention & Visitors Bureau and Santa Monica College, was launched in October 2006. Since then 16 businesses have gone through extensive environmental audits and have earned certification. Another 10 are on the waiting list, said Susy Holyhead, the director of the program.

"It's always great when we can add another business to the list," Holyhead said. "The program is really starting to pick up steam."

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**WHAT DO YOU THINK?**  
Send letters to [editor@smdp.com](mailto:editor@smdp.com)

# LIVE! this week at SMC

**2/20 "SUSTAINABLE WORKS IN OUR COMMUNITIES" OPENS SPRING ENVIRONMENTAL LECTURE SERIES**  
Join the professionals from Sustainable Works as they talk about the ways our campus, residents, businesses, and our City are becoming more efficient and sustainable. You could be next! • Wed, Feb 20 • 6:30 pm • Free • Bundy Campus Room 123

**2/21 "I'M BLACK AND I'M PROUD! THE CONTINUING NEED TO HAVE INCLUSIVE UNIVERSITY ADMISSIONS PROCESSES"**  
Former UCLA Black Alumni President Mandla Kaise will discuss the ongoing efforts to help UCLA's administration understand the importance to the university's diversity of doing specific outreach, recruitment, and inclusive admissions for black students and other students of color. • Thu, Feb 21 • 11:15 am • Free • Art 214 • SMC Main Campus

**2/22 DRESCHER PLANETARIUM: SPECIAL OBSERVING EVENT: SATURN NEAR OPPOSITION**  
The glorious rings of Saturn are one of the greatest delights visible in a telescope's eyepiece. We'll look at images of the Ringed Planet, then head outdoors to view Saturn through multiple telescopes, weather permitting. (If clouds intervene, we'll extend our indoor presentation.) Bring warm clothing! Advance tickets at Events Office (SMC main campus) and online ([events.smc.edu](http://events.smc.edu)).  
• "The Night Sky" • 7 pm • "Saturn Near Opposition" • 8 pm • \$5 each or \$9 both • Fri, Feb 22 • Drescher 223 • SMC Main Campus • "Saturn Near Opposition" repeats on Mar 14

**also** ONGOING EXHIBITS: Maurizio Barattucci: "Choosing the Quiet" continues thru Feb 29 at Emeritus College Art Gallery • COMPETITIONS: Women's Softball, Tue, Feb 19, 2:30 pm, Cloverfield Park • Men's Volleyball, Wed, Feb 20, 6 pm, SMC Pavilion • Women's Tennis, Thu, Feb 21, 2 pm, Reed Park • Swimming & Diving, Fri, Feb 22, 2:30 pm, SMC Main Campus • Basketball, Sat, Feb 23, Women's 5:30 pm, Men's 7:30 pm, SMC Pavilion

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For campus locations: [www.smc.edu/campusmap](http://www.smc.edu/campusmap)  
For event information, call (310) 434-4303 or (310) 434-4209  
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